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CATALOGUE

OF

IMPROVED



STENCIL DIES,

MANUFACTURED BY

S. M. SPENCER,

117 HANOVER ST., BOSTON, MASS.

Formerly Brattleboro, Vt.

BRATTLEBORO:

HOUSEHOLD BOOK AND JOB PRESS.

1873.

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REMOVAL.

To gain a more accessible location, enlarged facilities for my business and immediate access to the raw materials used in it, and direct communication by express to all parts of the country and world, I have removed my Stencil Rooms from Brattleboro, Vt., to No. 117, Hanover Street, Boston, at which place I have purchased the old and well known Metcalf Stencil establishment, as will be seen by the following

CARD.

Office of Metcalf's Stencil Rooms,

117 Hanover Street, Boston:

September 6th, 1872.

Having this day disposed of my entire interest in the Stencil Business, including all the machinery, tools, fixtures, receipts, arrangements and facilities employed by me, and intending to retire permanently from the trade, I offer sincere thanks to my many customers for their very liberal and long-continued patronage, and I recommend my successor, Mr. S. M. Spencer, as being a manufacturer of large experience, a business man of undoubted integrity and responsibility, and a gentleman worthy of the utmost respect.

L. S. METCALF.

With my improved facilities, and the full benefit of the many thousand intelligent and costly experiments conducted by the Metcalfs, during their forty years practical experience, and which are fully recorded in a book transferred to me, I shall be able to supply promptly, every thing to be had anywhere in my line, AND AT THE VERY LOWEST PRICES.

S. M. SPENCER,

April 1st, 1873.

N. B. Look out for certain parties who are advertising Stencil Dies, give a long list of references, and claim to have had long experience. They have had no experience whatever in manufacturing, have no experienced workmen and no facilities for doing the work. "A word to the wise is sufficient."



MANUFACTURER OF

Improved Stencil Dies and Stock,

Man is so constituted that Labor is indispensable to happiness and health. Much we may regret this divine arrangement, still the necessity is upon us—we must work. To select an occupation is therefore one of our first and most important duties; and, since so much of our happiness depends upon a judicious selection, it becomes us to study well the ground and make a wise choice. That man who quietly folds his hands and rests dependent upon the enterprise of others is, in a measure, a slave. He may labor in the employ of another sometimes to advantage, but it should be his purpose to make this only temporary, to rise above a mere day laborer, and build for himself a business—honorable and independent. “The gods help those who help themselves.” It is not necessary to conduct an extensive business or make a great display. The “ten acres” farm well tilled yields the greatest profit.

We should ask, in regard to an occupation, “Is it useful as well as profitable? Shall I receive advantages other than pecuniary? Shall I succeed?” If the business I offer answers these questions affirmatively, may I not ask for it your careful consideration?

There is a Universal Necessity for Stencil Work.

A thousand and one articles are owned by each individual in the land which should be marked plainly with their name. Clothing, hats, bonnets, gloves, boots, umbrellas, books, cards, envelopes, writing paper, blankets, boxes, barrels, merchandise, farm tools, robes, etc., etc., etc., all may be neatly and quickly marked by means of a Stencil Plate. Every day, clothes are being lost and stolen, books and tools loaned and

never returned, letters sent to the dead letter office, and merchandise shipped to the wrong port, because not properly marked. Stencil plates are everywhere used to designate upon barrels, boxes, casks, etc., their contents, such as the different brands of flour and grain, liquids, medicines, fruits, butter, cheese, and numberless other articles that are constantly being packed, and shipped from place to place. Beside, a stencil plate is of great value as a means of advertising upon all barrels, boxes, bundles, and even car loads of lumber, hay, etc., sent off, and are extensively used for this purpose. Again, all patent articles are, by law required to be so designated, with the date of patent plainly marked upon them. A large class of these articles, such as plows, churns, mowing machines, washing machines, bee hives, straw cutters, corn shellers, etc., etc., are universally marked with stencil plates. And stencil plates must always do the principal part of all coarse marking, as they are peculiarly adapted to give an impression upon surfaces that cannot be printed upon, such as wood, iron, leather, sacks, etc. The above in brief shows the *usefulness* of the stencil business, and now, that

It Will Pay to Engage in the Business

Can be readily shown, we think. As a money making business it stands unrivalled by any requiring so small a capital, which is so easily learned. If it were an uncertain or untried pursuit we might justly hesitate, but the *want* exists, and where stencils are best known they are most appreciated. The demand for whatever is really useful must continue till the want is supplied. And the want will not only continue, but the demand must increase, since every year unfolds new uses to which the stencil plate is adapted—developes new branches of the business.

The demand for name plates will never cease, since population is constantly changing, business increasing, children growing up to be men and women, and women assuming new names; people are traveling who never traveled before, young people going from home to schools and colleges, and millions are staying at home, who want some neat and simple method of marking their clothing, handkerchiefs, pocket books—in short, everything liable to be lost or stolen.

Business plates will always be called for as long as there remains in man's nature a fondness for having his name appear in connection with his business, or while advertising pays, or there exists a necessity for designating the contents of a flour barrel or whiskey cask, (and we hope

longer than the latter). This much in regard to the permanency of the stencil business.

The Profits are Large.

Small, plain style, name plates retail at 50 cents each ; ornamented style, at 75 cents to \$2.00 each. The stock for one of these plates—brass, frame, brush, ink and directions for using—cost *less than 6 cents*, as will be seen by referring to my price list, thus *leaving a profit of 44 cents* to \$1.94 on each plate sold. The time required in cutting a plate is from five to thirty minutes.

Large stencils retail at 5 to 8 cents per letter and cost less than half a cent per letter for stock. A person can cut sixty letters an hour, netting a profit of \$2.70 to \$4.50 per hour. Can you not procure orders for ten name plates in any town in one day? More than that number are often obtained in a single hour. But reckon ten per day—at the lowest prices—and you have made more than \$4 profit ; over \$100 per month, or \$1,300 per year. We have proof that many are making *three times this amount*.

Can you, in any legitimate business, make a greater profit, considering that you learn the business in an hour, and that only \$25 to \$50 capital is invested.

Other Advantages of the Business

Should be considered, also ; for while we may, in diverse ways accumulate wealth, we might be compelled to sacrifice health, cramp our nobler nature, or submit to confinement and discomforts. Health is one of heaven's choicest blessings, and no one has a right to engage in business that will destroy or impair it. Much less should we follow any pursuit, however promising of gain, which would hamper free thought, paralyze conscience or sacrifice honor. The stencil business is healthful, honorable as it is useful, a field in which to acquire knowledge of human nature, cultivate the important art of pleasing, exercise ingenuity and improve artistic taste and genius. It presents an opportunity for traveling without incurring expense, of observing the customs and manners in different States, and of overcoming that diffidence which most men feel who are unacquainted with the world.

A young man who spent a number of years in canvassing and stencil cutting, thus writes :

"Human nature is the great study of our lives, and he who understands it best is most successful. 'The proper study of mankind is man,' and he who enjoys the best opportunities for seeing all classes of men, in all classes of circumstances, drinks deepest at this great fount of knowledge. The canvasser stands pre-eminent in this respect. He, of all men, has a chance to study his fellow man; to compare the manners, customs, ways and peculiarities of the people in different sections; to store his mind with facts and general information; to visit places of note and interest—thus becoming familiar with scenes which he could never comprehend in all their grandeur from description, however correctly penned or eloquently delivered. All have heard of Mount Vernon, Marshfield, Ashland and the Hermitage, yet who that has not visited these consecrated spots has dreamed of the patriotic feelings, the pure reflections, and the manly resolves that come rushing to the mind as we stand contemplating the virtues, the worth and the greatness of those whose mortal remains lie crumbling in the dust at our feet."

Another has well said, that "the experience gathered from books, though often valuable, is but of the nature of *learning*; whereas, the experience gained from actual life is of the nature of *wisdom*; and a small store of the latter is worth vastly more than any stock of the former." But,

A Local Stencil Business.

To those who cannot travel, or whose time is partially occupied with other business, can be made very profitable. You may employ agents to canvass for you, cut their plates and let them deliver the work, you receiving one-half the retail price. One can cut \$25 to \$50 worth of plates in a day; one half of which—after paying all expenses—will make a handsome salary.

Many persons have permanent situations which are more agreeable to them than traveling. Such may have an outfit of dies, tools and instructions, which they can use at odd moments and on public occasions, thus making them pay for themselves many times over, and have the business to rely upon in case they were thrown out of employment.

Don't forget that you may employ one or more agents, cut all their plates at odd jobs, and thus realize a liberal income, wholly independent of any regular business you may follow.

Another method is to advertise for work in the stencil line. A friend writes us from Michigan that since purchasing an outfit, two years ago; he has met with unexpected success; some days cutting \$8 to \$12 worth of work, and all *without soliciting an order*. He had another

occupation, but stencil cutting was added and finally made one of the specialities in his business. Others relate a similar experience.

Ladies can make Stencil Plates,

Often with better success than gentlemen. Their quick perception enables them to judge more correctly, and their refined taste renders important service in adapting appropriate styles to different circumstances. They often read human nature better than men; the business is light and pleasant, and a new field for usefulness is opened to them, promising ample remuneration.

Milliners and dress makers can ill afford to be without my stencil outfit. In marking patterns for embroidery, and copying the neat things - Godey and Mme. Demorest are giving us, the dies and flowering tools are invaluable. Very pretty "Designs" can be cut in paper or bristol board with them, and I send, with each outfit, a great variety of my copyrighted designs for name plates, business cards, etc., which may be nicely displayed upon cloth or card board and exhibited as samples, in a show case. The appropriateness and beauty of these designs, and the intrinsic worth of stencil plates for marking linen cannot fail to attract attention and tempt the purse of every caller.

In this way every milliner and dress maker, with little trouble and trifling expense, might open an additional branch of business of the most profitable nature. And remember, it requires but little time to learn how to make a good stencil plate and only a few minutes to make one.

To do Good Work you must have Good Tools.

This is specially true in cutting stencil plates. An ingenious yankee will whittle out a violin from an old stump with his jack-knife, or build a steam engine on the battle field with fragments he can pick up; but no ingenuity was ever sufficient to contrive a *neat stencil plate* with ill shaped dies. It requires no argument to convince one of this truth, as the die gives shape to the letter. Cheap tools are generally poor tools. "Get the best," is advice which has become classic in its significance.

My dies have always taken the first premium when on exhibition. Other manufacturers have refused to place their dies in competition with mine, and have even withdrawn them after mine were entered. I would gladly compete with any or all manufacturers of stencils in the U. S.

I claim the best and am ready to prove it.

My Improved Stencil Dies,

From smallest to largest, are carefully made by experienced workmen; are all of steel, each die being separately and carefully finished *by hand*, and properly tempered and faced. My improvement is in the style of letter, the material and finish of the die. But I prefer that "another should praise me and not my own mouth." My works and not my words. I therefore refer you to testimonials on another page, and to samples of dies, confident that, like the farmer's ox or the old woman's cheese, my Improved Stencil Dies are perfectly qualified to speak for themselves—if you will give them a chance.

O I C Y

(O, I SEE WHY.) One Inch dies, Letters, Figures and Border Tools, Price, \$35.

**JUST
TRY
OUR
DIES**

Three-quarter inch, Letters, Figures and 4 Border Tools, Price, \$33.

**COME
ONE AND
★ ALL.
2,40.**

One-half inch, Letters, Figures and 4 Border Tools, Price, \$30.

**N. E. BEATTEN
1867.
S. M. S. & CO.**

Three-eighths inch, Letters, Figures and 4 Border Tools, Price, \$28.

The above will show you the style of letter made by my one-inch, three-fourths, one-half and three-eighths in. dies. All my dies are whole, each complete in itself. The $\frac{3}{8}$, $\frac{1}{2}$, $\frac{3}{4}$ and 1 inch, are hollow faced, with sharp edges, and will cut readily—without liability of breaking—any stencil material. Being of steel, with cutting edges, they do not require as heavy a stroke, and leave the metal much smoother than flat faced and cheaper “tools.”

By a new process, recently invented, I am able to present these large sizes of dies at less than half the price which other establishments are compelled to ask for dies of the same quality.

I make no sizes larger than one inch. The demand does not war-

rant the expense. For larger letters we use a set of chisels, which cost but \$4. A set of patterns for $1\frac{1}{4}$, $1\frac{1}{2}$, $1\frac{3}{4}$ and 2 inch letters and figures will be sent with the chisels for \$7. A set of inch dies weigh ten lbs. $\frac{3}{4}$ inch. five and one-half lbs., $\frac{1}{2}$ inch, three and one-half lbs., and $\frac{3}{8}$ inch about two and one-half lbs.

★ WE CHALLENGE COMPETITION. ★

1-4 inch Gothic, Plain, Price, \$16 for Alphabet, Figures and 4 Border Tools.

STENCIL MAKERS.

1-4 inch Gothic Ornamented. Price, \$18 for Alphabet, Figures and 4 Border Tools.

UPPER & lower Case — 1-4 Inch Roman. —

Price, with Figures and 4 Border Tools, \$50.

COMBINATION STENCIL ENGRAVING

Often adds beauty to a plate. Two sizes of dies are better than one alone. These two sizes, ornamented, cost \$32. Plain, \$28.



3-16 Ornamented Gothic. Price, \$14 for Alphabet, Figures and 4 Border Tools.

1 2 3 4 5 6 7 8 9 0
 — ★ —
**THREE SIXTEENTHS
 PLAIN GOTHIC.**

Price, \$12, for Alphabet, Figures and 4 Border Tools.

**Give Us A Trial.
 1867.**

3-16 Roman. Price, \$40, for Upper & Lower Case, Figures and 4 Border Tools.

PLAIN AND ORNAMENTED EIGHTH INCH GOTHIC.

Are my lowest priced dies, costing but \$10 per set, each style.



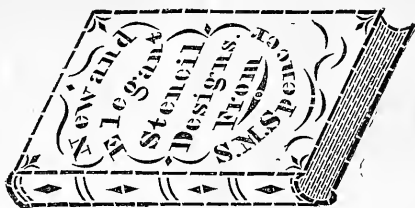
Show my $\frac{1}{8}$ inch forward-slant dies, the same that I include in my \$25 outfit. They cost, for letters, figures and four ornamenting tools, \$15.



Will show you a sample of my $\frac{1}{8}$ inch Roman engraved dies. Price \$20.

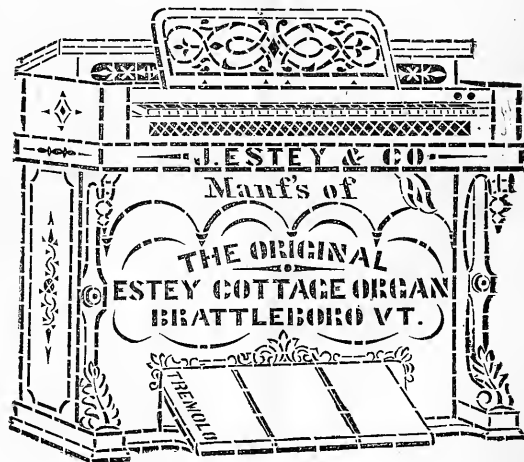


My 3-32 Roman. Price, \$22.

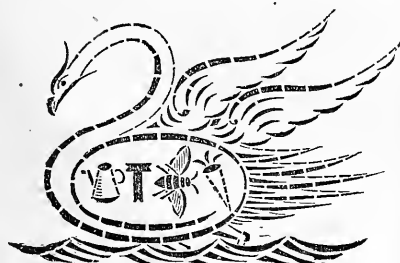
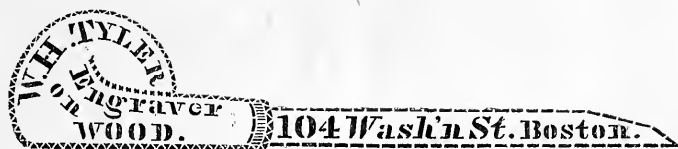


3-32 Backslant. Price, \$18.

For work which can be done with different styles of dies and border tools, I refer to the following samples.

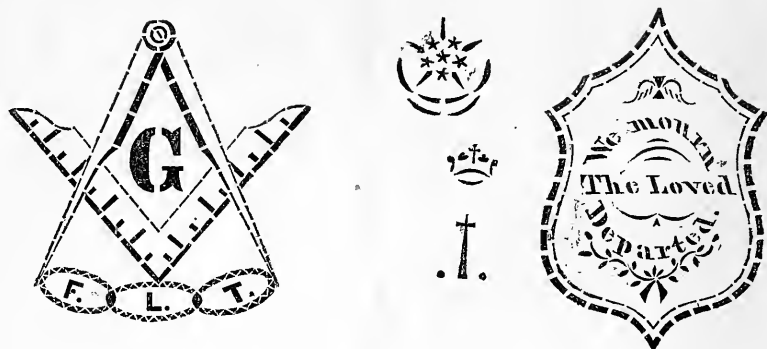


Geo. P. Rowell & Co.
Advertising Agents,
40 Park Row, N.Y.



(Can't be beat.)





My Twenty-five Dollar Outfit.

Many of my friends who would like to engage in the business of stencil cutting are unacquainted with the business and the tools required to do good work. I have therefore prepared a Complete Stencil Outfit containing—

- 1st. An alphabet of my $\frac{1}{8}$ inch forward-slant dies for cutting capital letters.
- 2d. An alphabet for cutting the small or lower case letters, same style of die.
- 3d. A set of figure dies.
- 4th. Thirteen ornamenting dies, for making borders, embroidery patterns, etc.
- 5th. A case of oiled chestnut or black walnut which contains all the above dies and ornamenting tools.
- 6th. *Stencil Gauge*. This Gauge I have recently perfected to obviate the difficulty of placing the dies true and even, and for holding the plate while cutting.
- 7th. A steel hammer.
- 8th. A lignumvitæ block upon which to cut the plates.
- 9th. A smoothing stone.
10. A framer, for turning the edges of a plate over the frame and smoothing it down.
- 11th. A countersinker, for fitting the plate nicely to the frame.
- 12th. A box of polishing powder.
- 13th. A polishing brush, to clean and polish the plate.
- 14th. Two finishing plates, upon which to smooth, frame and polish the stencil plates.

- 15th. A pair of small shears for cutting the metal plate.
- 16th. A pair of dividers, useful in spacing the work.
- 17th. A four inch boxwood rule, which serves as a try-square.
- 18th. A steel block scraper, to dress off the block after plates have been cut upon its entire surface.
- 19th. Brass sufficient for fifty name and ten business plates, beside an extra quantity, at least twenty, to experiment upon.
- 20th. German silver sufficient for ten name plates.
- 21st. Zinc frames for fifty name and ten business plates.
- 22d. Sixty brushes, for name and business plates.
- 23d. Twenty-five bottles of indelible ink, with directions for using. My ink is of the best quality and warranted indelible.
- 24th. A full set of patterns of my copyrighted designs, with zinc curves for laying off the work.

I have a large number of copyrighted designs for name plates, business cards, etc., not shown in this edition of my catalogue, but which will be sent with each outfit.

25th. A bundle of stencil advertising bills, to post up in places where you locate.

26th. A pocket canvassing book, in which are samples of my designs on cloth and paper, and three specimen plates in different designs, with an abundance of blank paper upon which to write orders.

27th. A copy of my confidential pamphlet, which is the key to the outfit—I might almost say, to your success as a stencil cutter. It contains an essay on canvassing, instructions in cutting stencil plates—by which the most inexperienced are able to do good work, receipts for making my indelible ink, stencil paste of different colors, etc., etc. In fact it is a complete budget of stencil information written and copyrighted by me for the exclusive use of my patrons, and is worth the price of the outfit to any one commencing the business. *In no case* do I supply this pamphlet to others than those buying my complete outfit, or my dies to the amount of \$25, as I paid that sum for single receipts which it contains.

28th. An assignment of copyright to make and sell all my designs in stencil work.

29th. And finally; the entire outfit is well packed in a neat and substantial hand trunk of oiled chestnut, ornamented with silver headed screws, silvered hooks, brass hinges, handle, lock and key. This trunk is made especially for me, and contains separate compartments for ink, brushes, etc.

This Complete Outfit weighs eight pounds, costs only \$25, and is warranted in every respect. Everything is included here which a person needs to begin and successfully carry on stencil cutting in the name plate department, and there is nothing which is not needed. I strongly recommend the purchase of a COMPLETE OUTFIT to begin with. You will then have all the tools and instructions, and be ready to go right to work. *Without dies*, this outfit costs \$10, and you can add any style of dies you choose, at the price given in my price list.

Please Observe. The stock included in this outfit, when sold at the usual prices for stencil plates, will more than pay for the whole outfit, and you have left all the tools and instructions, worth at least \$22. Usually two to four days will suffice to get orders enough to pay for the whole. Any boy or girl with ordinary ingenuity will soon learn to make good stencil plates, where they have my designs, patterns and instructions with confidential pamphlet. The work is rendered almost as easy as driving a nail into a board after a pencil mark has indicated where it should be driven.

I do not pretend a drone will get rich with one of my outfits. All men cannot succeed in any business, but active men are now making \$5 to \$15 per day, clear of expenses. It offers special inducements to those who are persevering; those who desire to travel, for a short time even, as a recreation; those who are temporarily out of employment; and those who have a portion of their time unoccupied. If the business suits, you can add other sizes of dies till you get a good assortment and locate in some thriving village, making it a permanent business. Or if you do not like it, and are *smart*, you can manage to get rid of your outfit for as much or more than you paid. Some have sold their outfits as high as \$75, which is not an unreasonable price considering the wages one can make with it. A good article will always sell.

Warranted. All my dies and stock are warranted to be as good as represented, and *far better* than most steel letter cutters can afford at the same prices. I am not paying high rents as dealers in cities are compelled to pay, I purchase my stock direct from the manufacturers, thus getting the best at the lowest prices, and am determined to furnish *the best quality of dies* at the lowest living rates.

My dies, except the open Ionic, are all *whole*, i. e. each die complete in itself, and will make a perfect stencil letter by being struck through the plate.

Key Checks.

There is a demand every where for key checks, which are used for attaching the owner's name to keys and other articles that cannot be marked with a stencil plate. This, like the stencil business, is nearly all *profit*, the checks selling for 25 to 40 cents each, and cost 2 and 3 cents. Stencil Cutters may make this an additional source of profit with but little extra expense. Those who have not the money to pay for a 25 dollar outfit often commence with the key check dies alone and soon make enough to get the complete outfit. With the aid of the key check block of steel which I have recently perfected with patterns for all styles of checks, they can be stamped true and nice without any practice. The *stamp dies* for stamping the checks are entirely different from the stencil dies and I have arranged them in outfits separately, and with Stencil Outfit as follows:

The Forty Dollar Outfit.

- One Twenty-Five Dollar Outfit complete.
- " Set 1-16 inch upper case Key Check Dies.
- " " " lower " Key Check Dies.
- " " " figure Key Check Dies.
- " " of eight border Key Check Dies.
- " Case of Black Walnut to hold the dies.
- " Key Check Block and Gauge.
- One hundred and fifty assorted Key Checks and Rings.

The Twenty Dollar Outfit.

- One Set 1-16 inch upper case Key Check Dies.
- " " " lower " Key Check Dies.
- " " " figure Key Check Dies.
- " " of eight border Key Check Dies.
- " Case of Black Walnut to hold Dies.
- " Key Check Block and Gauge.
- " Steel Hammer.
- Two Hundred assorted Key Checks and Rings.
- One Hand Trunk (Same as described in the \$25 outfit.)

The Ten Dollar Outfit.

- One Set 1-16 inch upper case Key Check Dies.
- " " " figure Key Check Dies.
- " " of four border Key Check Dies.
- " Case of Black Walnut to hold Dies.
- " Key Check Block and Gauge.
- " Steel Hammer.
- Seventy-five assorted Checks and Rings.

What Folks Say.

Fort Randall, D. T.

S. M. Spencer,—*Dear Sir*: The \$25 Outfit with stock was received *three* days ago. Am much pleased with it. In getting it I have learned a new way of making money. Have cut eighty-four plates at \$1 each, and lots more orders on my books. Send the following stock. * * * * *

Yours truly,

VALE P. THIELMAN.

Omaha, Neb.

S. M. Spencer,—*Dear Sir*: Have not written before as I wished to test the tools. They are as near perfect, I believe, as it is possible to make them. *Could not be better pleased than we are.*

Yours, &c.,

B. D. SLAUGHTER.

Rochester, Mich.

S. M. Spencer,—*Dear Sir*: Those Hollow Faced Dies, (inch) that I purchased from you two months ago I have found to be far better than I expected. I am highly pleased with them and shall soon order the 3-4 inch set from you.

Yours,

R. O. SMITH.

Smithville, Monroe Co., Ind.

S. M. Spencer,—*Sir*: The \$25 Outfit was received day before yesterday. They arrived here at two o'clock, and before dark we had cut about \$30 worth of plates—the plain ones at \$1.00 and bordered ones from \$1.25 to \$1.50. I took in a partner who had been engaged in the stencil business before; he pronounced the dies the best he ever worked with. We shall want a larger set in a week or so. We could have cut more, but run out of stock; we have about twenty orders waiting now. Enclosed please find order for stock.

Yours truly,

THOS. E. WARRING.

Canaan, Maine.

S. M. Spencer,—*Sir*: The dies that I bought of you are just the thing I want to make money with. They work like a charm. In one week I made \$45.50 clear profit. Send me the following stock. * * * * *

Very truly yours,

PRESTON ELDRIDGE.

No. Prescott, Mass.

S. M. Spencer,—*Sir*: The Outfit I got of you gives good satisfaction. The first *two hours* I canvassed, I got ten names, and the fourth day I got upwards of *forty*, which is much better than I expected. Enclosed is an order for stock.

Respectfully yours,

DAN'L E. POWERS.

Newcomerstown, Ohio.

S. M. Spencer,—*Dear Sir*: I received my \$25 Outfit and am much pleased with it. I have made from \$6 to \$8 each day I have been out with it. I have a number of orders for large brands, and feel sure of success. Send me the $\frac{3}{4}$ inch dies and stock immediately.

E. M. YINGLING.

New Frankfort, Saline Co., Mo.

S. M. Spencer,—*Sir*: Your dies and designs are at hand. I am not following the stencil business for a livelihood, but at leisure times. I make good wages. Yesterday I made \$6.

JAMES M. FRAZER.

Macon, Ga., April 1st, 1869.

S. M. Spencer,—*Sir*: Those dies I got from you a year ago have done everything you promised. With respect, I remain yours,

EARNEST PESCHKE.

Virden, Ill.

S. M. Spencer,—*Sir*: The \$25 Outfit you sent me came all right. I am well pleased with the dies. They work like a charm. I think it the best investment I ever made. One day I cut and sold 16 plates of the "T. H. Benton" style, netting the nice sum of \$12. I have sold all the stock you sent with the Outfit, receiving \$42 for it. Enclosed find P. O. Order for more stock.

Yours respectfully,

M. J. L. CLARK.

Birmingham, Ohio.

S. M. Spencer,—*Sir*: The dies came to hand two weeks ago. A canvasser was out six days and sold \$48.50 worth of plates. We took another partner on Friday, and before dark Saturday night he had taken over \$20 worth of orders besides. I have worked twenty-five or thirty hours and my share of the profits amount to \$24.25. Yours fraternally,

G. H. MAINS.

Worcester, Pa.

S. M. Spencer,—*Sir*: I have received the hand trunk all right, and am much pleased with its contents. I canvassed *one half day* and obtained orders for eighteen stencil plates, twelve at \$1.00 each and six at 50 cents each—making \$15 I hardly know how to thank you enough for sending the Outfits. Enclosed is \$5 for stock. Your obt. friend.

J. H. WANNER.

New London, Wis.

S. M. Spencer,—*Dear Sir*: I received the stencil goods you sent me last Tuesday, and I think them to be better than you represented them to be.

H. G. LUTSEY.

Centralia, Ill., Nov. 16, 1869.

S. M. Spencer,—*Dear Sir*: The dies you sent came to me all right last Saturday, and I must say I am highly pleased with them. Their shape and finish show good workmanship. I paid \$50 for tools from another establishment, and I do not consider them worth one-fifth the value of these.

Very respectfully yours,

CHAS. F. WIGHMAN.

New Bloomfield, Pa.

S. M. Spencer,—*Sir*: I have used your \$25 Outfit for nearly two years at home and travelling, attending fairs and other public gatherings. Every die is still as good, and cuts as perfectly as ever. I have never yet had one of them dressed and faced and they will last a long time yet. Your dies are more perfect, uniform and better tempered than any other make that I have ever seen, and I have had a chance to see a good many different make in my travels. I can most truly recommend your dies before all others.

Fraternally your friend,

JOHN O. MOORE.

Rockland, Maine.

S. M. Spencer,—*Dear Sir*: After a good two years' trial of your *one-inch* dies, we can cheerfully recommend them as being fully up to what you claim for them. We have given them the hardest kind of service, having been in use nearly every day and on very heavy plate. We should have spoken in favor of them before, but wished to give them a good test, and we have done so, and are now ready to recommend them as the *very best*.

We are respectfully yours,

J. P. WISE & SON.

Chelsea, Vt.

S. M. Spencer,—*Sir*: I received the outfit all right, and it is perfectly satisfactory in every respect. I have cut several name plates, and the dies cut nice. I much prefer them to other makes I have used.

Yours truly,

C. J. EMERSON.

Fredericktown, Mo.

S. M. Spencer,—*Dear Sir*: The \$40 outfit came to hand three days ago and gives perfect satisfaction. I have used other dies, the makers of which are considered first-class, but these are the best I have seen. The clean, sharp, true cutting qualities of your dies are bound to be appreciated by any practical stencil cutter. The business was no experiment with me, I already knew that it was a profitable occupation. Thanking you for promptness and fidelity,

I am yours,

CHAS. E. BARROLL, Publisher of "The Bee."

Terre Haute, Ind.

S. M. Spencer,—*Dear Sir*: We this day received the 3-4 inch dies, and on trying them find that they work to a charm. Much obliged for promptness in filling our order. Yours, &c.,

HUDNUT & CO., Manuf'rs of Hominy, Maizone, &c.

Lehman, Pa.

S. M. Spencer,—*Dear Sir*: The \$25 outfit came all right. I am well satisfied with it, and find myself now in a business at once pleasant and profitable; easily learned, and commanding good sales and large profits. I thank your for your enterprise in fitting out a complete set of tools for this business. Enclosed find order for stock. Hoping our intercourse may be long and pleasant,

I remain yours in F., L. & T., J. C. MULLISON.

Winnepauk, Conn.

S. M. Spencer,—*Sir*: Your bill with goods was received yesterday. I am very much pleased with the goods, and especially the key check block. Heretofore I have had to place the dies by my eye and have spoiled many checks; with the block it is hard work to misplace them; a child can do the work well. Had I known its value could not have been without it. Yesterday I received and filled orders amounting to \$5.90; to-day have taken orders for \$22 worth.

Yours, &c., EDWIN NORTHROP.

Jonesboro, Ill.

S. M. Spencer,—*Dear Sir*: I have cut with the dies I purchased of you one year and a half ago over 5000 name plates, besides many business cards, which I think pretty well for one set of dies. Shall send for large dies by and by.

Respectfully, &c., H. ENSIGN.

Rees Mills, Ind.

S. M. Spencer,—*Dear Sir*: We received our \$25 outfit and are doing very well. Took twenty-five orders the first day at seventy-five cents each. Shall want more stock soon.

Truly, GARRETT & BENNETT.

Georgetown, Col.

S. M. Spencer,—*Sir*: The stencil dies came O. K. and have more than cleared themselves and stock left. Send the key check outfit and stock.

Yours truly, WM. E. BLACKHART.

Little Falls, N. Y.

S. M. Spencer,—*Dear Sir*: Your \$25 outfit is received, and I am well pleased with the dies and tools. I have made from \$2 to \$3 a night after getting through my day's work.

Very truly, EDGAR LACELL.

Connellsville, Pa.

S. M. Spencer,—*Sir*: I received the outfit of dies and am very well pleased with them. I have shown them to several machinists and they all pronounce them the best they have ever seen. I received thirteen orders for name plates inside of two hours, without going out of the house. Send me stock immediately.

Yours, &c., CHARLES MEHR.

PRICE LIST.

Stencil Dies.

		PER SET.
3-32	Inch. Roman, upper and lower case, figures and 4 border tools,...	\$22 00
3-32	" Backslant ".....4....."	18 00
3-32	" Gothic, plain, capitals only.....4....."	10 00
1-8	" Roman, upper and lower case.....4....."	20 00
1-8	" Forwardslant ".....4....."	15 00
1-8	" Gothic, plain, capitals only.....4....."	10 00
1-8	" " ornamented ".....4....."	10 00
3-16	" Roman, upper and lower case,.....4....."	40 00
3-16	" Open Ionic, capitals only.....4....."	12 00
3-16	" Gothic, plain.....4....."	12 00
3-16	" " ornamented.....4....."	14 00
1-4	" Roman, upper and lower case,.....4....."	50 00
1-4	" Open Ionic, capitals only.....4....."	14 00
1-4	" Gothic, plain.....4....."	16 00
1-4	" " ornamented.....4....."	18 00
3-8	" Roman.....4....."	28 00
3-8	" Gothic, plain.....4....."	22 00
1-2	" Roman.....4....."	30 00
3-4	" ".....4....."	33 00
1	" ".....4....."	35 00

Key Check Dies.

1-12 or 1-16	Inch upper and lower case, figures and 8 border tools.....	\$10 00
1-20 to 1-8	Inch Letters, figures and 4 border tools.....	6 00
3-16	Inch Letters, figures and 4 border tools,.....	8 00
1-4	" ".....4....."	10 00
3-16	" figures.....	2 00
1-4	" ".....	2 50
3-8	" ".....	3 50
1-2	" ".....	6 75

Single Die of any size will be furnished at one-thirtieth the price of a complete alphabet, or one-sixtieth where "upper and lower case" is specified above. The 13 border tools sent with my outfit cost \$3.00. I will send an assortment of 20 ornamenting tools for \$4.00, or 40 for \$7.00—all different from the regular border tools. My dies are all made from finest steel and carefully tempered, and sizes larger than 1-4 inch are hollow-faced and have sharp cutting edges. I will also furnish stamp ornamenting tools at the rate of 10 for \$2.00, or 20 for \$3.50.

Stencil Stock.

Indelible Ink, small bottles, with directions.....	per hundred....	\$3.00
" " quart ".....	per bottle.....	2.00
Brushes, name plate, improved.....	per hundred....	1.00
" large, fourteen sizes.....	per doz.	1.00 to 7.80
Zinc Frames, Nos. 1 to 20.....	per hun.40 to 4.00
German Silver.....	per lb.....	1.75
" ".....	per hundred....	1.00
Brass, name plate, No. 40.....	per lb.....	.70
" " No. 28.....	per lb.....	.58
" for large brands, width 14 inches or less, No. 35.....	per lb.....	.53
" " " " 14 to 20 inches, No. 35.....	per lb.....	.55

Low Brass, for large brands, width 6 inches, No. 35.....	per lb.....	.60
Copper, " " " 14 in. or less, No. 35.....	per lb.....	.85
Stencil paper, for brands, a substitute for copper, sheets 22x31 inches.....		.25
Stencil paste, black, for large stencils.....	per box.....	.10
" " red, yellow, green, blue and white, each.....	per box.....	.15
Lignumvitæ blocks, small.....	per lb.....	.15
" " 10 lbs. or more.....	per lb.....	.10
Chisels for cutting large stencils, 16 pieces.....	per set.....	4.00
" " " " " 24 ".....	per set.....	6.00
" " " " " 40 ".....	per set.....	10.00
Advertising bills.....	per hundred.....	.50
Directions for using Indelible Ink.....	per hundred.....	.25
Copyrighted designs, on paper.....	per hund. sheets.....	1.00
" " " " " on cloth.....	per hund. sheets.....	1.50
Paper boxes, neat, for name plate, ink, brush and directions, per hundred...		2.00
Key check block.....		1.50
Stencil Gauge.....		.75

Zinc Frames--20 Sizes.

I give below the dimensions *in eighths of an inch*, with price per hundred, of the frames I am prepared to furnish. Nos. 4, 10 and 15 are square inside; all the others are oval. I will send a sample of each size frame, numbered for 40 cts.

No.	Size Outside	Size Inside	Price	No.	Size Outside	Size Inside	Price
1	17 by 7	14 by 4	\$.40	11	26 by 16	20 by 10	\$1.20
2	18 by 10	14 by 4	.45	12	29 by 14	23 by 8	1.25
3	21 by 9	17 by 5	.50	13	33 by 13	26 by 6	1.30
4	21 by 11	16 by 7	.55	14	33 by 17	26 by 10	1.40
5	23 by 10	18 by 5	.65	15	30 by 22	24 by 16	1.50
6	25 by 10	20 by 5	.70	16	33 by 21	26 by 15	2.00
7	23 by 11	18 by 6	.80	17	44 by 17	35 by 8	2.25
8	22 by 13	17 by 8	.85	18	33 by 27	27 by 21	2.50
9	26 by 11	20 by 6	.90	19	44 by 28	35 by 19	3.50
10	24 by 16	18 by 10	1.10	20	44 by 34	35 by 25	4.00

Brass Alphabets and Figures.

Best quality, Roman letters, I will furnish at the following rates. *Net Cash*

Alphabets.			Figures.		
1-4 in. per set.....	25 cts.		1-4 in. per set.....	14 cts.	
3-8 " " ".....	25 "		3-8 " " ".....	14 "	
1-2 " " ".....	25 "		1-2 " " ".....	14 "	
3-4 " " ".....	28 "		3-4 " " ".....	15 "	
1 " " ".....	30 "		1 " " ".....	16 "	
1 1-4 " " ".....	40 "		1 1-4 " " ".....	20 "	
1 1-2 " " ".....	50 "		1 1-2 " " ".....	25 "	
1 3-4 " " ".....	60 "		1 3-4 " " ".....	30 "	
2 " " ".....	60 "		2 " " ".....	30 "	
2 1-2 " " ".....	1 00		2 1-2 " " ".....	50 "	
1 1-2 " " " lower case.	50 "				

Large Stencil Brushes.

No. 00 per dozen.....	\$0 90	No. 6 per dozen.....	\$2 25
" 0 " ".....	1 10	" 7 " ".....	2 50
" 1 " ".....	1 20	" 8 " ".....	3 00
" 2 " ".....	1 30	" 9 " ".....	4 00
" 3 " ".....	1 50	" 10 " ".....	5 00
" 4 " ".....	1 75	" 11 " ".....	5 75
" 5 " ".....	2 00	" 12 " ".....	6 50

Burning Brands.**SOLID BRASS.**

1-4 inch, ten letters or less on one line.....	\$1 25
3-8 "....."	1 50
1-2 "....."	2 00
3-4 "....."	2 75
1 " five "....."	4 00

Two lines of lettering double the price of one line.

German Silver Key Checks.

Eagle.....	per hundred.....	\$2 50
American Shield.....	per hundred.....	3 00
Wentworth.....	per dozen.....	1 00
".....	per gross.....	10 00
Large Oval.....	per hundred.....	2 00
Small Oval.....	per hundred.....	1 50
Large Plain Shield.....	per hundred.....	2 50
Small Plain Shield.....	per hundred.....	2 00
Fancy Shield.....	per hundred.....	2 00
Ornamented Keystone.....	per hundred.....	2 50
Plain Keystone.....	per hundred.....	2 00
Scroll.....	per hundred.....	3 00
Trunk Plate, No. 1.....	per hundred.....	5 00
Trunk Plate, No. 2.....	per hundred.....	7 00
Seven Boys Puzzle.....	per hundred.....	4 00
Goddess of Liberty.....	per hundred.....	3 00

Prices of Brass Checks.

Large Round.....	per hundred.....	\$2 00
Small Round.....	per hundred.....	1 00
Diamond.....	per hundred.....	2 75
Gentle Reminder, No. 1.....	per hundred.....	4 00
Gentle Reminder, No. 2.....	per hundred.....	7 00

Steel Block Stamps.

1-32 inch.....	per letter..20 cts.	3-16 inch.....	per letter..20 cts.
1-20 to 1-8 inch.....	".....15 "	1-4 inch.....	".....30 "

Pencil Brushes.

Per dozen.....	75 cents.
Per gross.....	\$7 50

FINALLY. Anything in the line of Stencil or Stamp Dies and Stock, I will furnish at the lowest living rates, and of the best quality. I shall be happy to hear from you, and if prices of what you want are not here given, I will cheerfully tell you at what rates I can supply you.

NOTICE.

When orders amount to \$50 or more, I put in 10 per cent. of the amount in extra stock, and on orders of \$100 or over, I discount 15 per cent. except on large brushes and brass alphabets. No charge for packing box.

THESE ARE MY LOWEST PRICES—NET CASH AT MY OFFICE.

In sending orders be sure and write your address in full—giving post office, county and State, distinctly and in each letter. In sending remittances obtain a draft on Boston or New York if possible, otherwise a post office money order, or you may enclose the greenbacks, and have your letter registered, and send at my risk.






















Remember, I cannot send goods and collect the full amount on delivery. I would gladly accommodate, but my profits do not warrant the risk. I will sell you as cheaply as possible, but I must be secured on express bills before I ship the goods. Send me \$5, which will be deducted from your bill, and the balance will be collected if preferred. It is better to send the whole amount when ordering goods, as it saves you the expense of collection and returning the money by express. I think that the certificates given are sufficient to convince you that I am entirely responsible for any amount entrusted to me.

Address all communications to

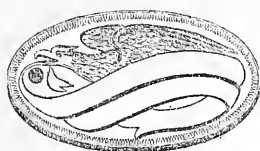
S. M. SPENCER,

117 HANOVER ST., BOSTON.

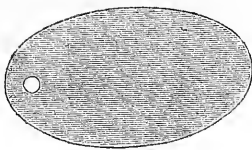
Key Check Emblem Dies.

1		\$1.00	26		\$1.00	15		\$5.00
22		1.00	30		2.00	17		5.00
3		1.00	29		2.00	19		5.00
21		1.00	28		2.00	35		5.00
5		1.00	31		2.50	36		5.00
23		1.00	9		2.50			
7		1.25	34		2.50			
24		1.25						
25		1.25						

German Silver Chocks.



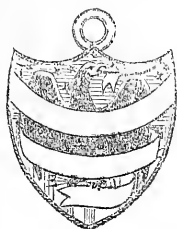
Eagle.



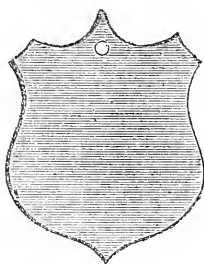
Large Oval.



Small Oval.



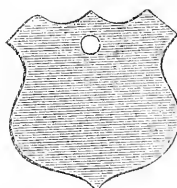
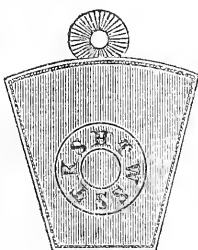
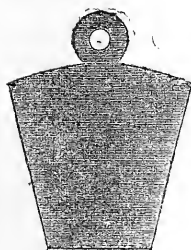
American Shield.



Large Plain Shield.



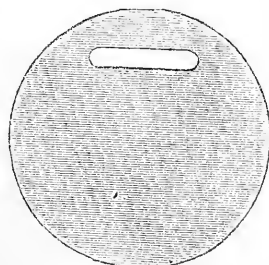
Scroll.



Plain Keystone. Ornamented Keystone. Small Plain Shield. Fancy Shield.

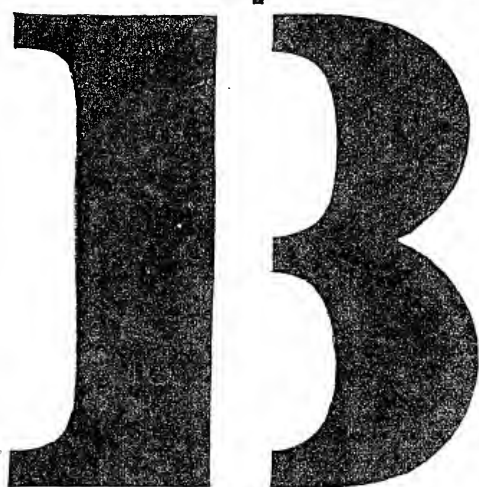


No. 1.—Brass.



No. 2.—Brass.

Sample of Brass Alphabets.



$2\frac{1}{2}$ inches.



$\frac{3}{4}$ inch.



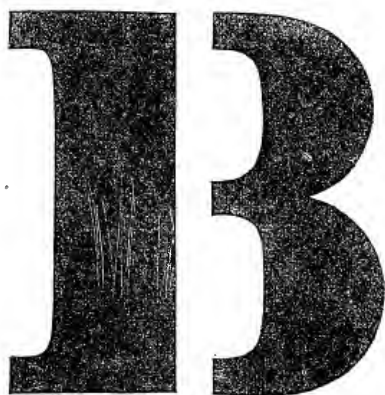
$\frac{1}{2}$ inch.



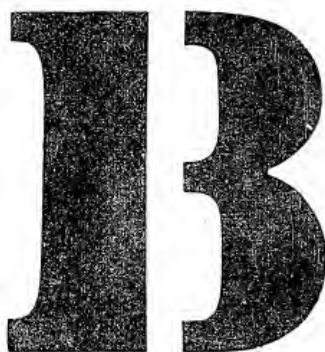
$\frac{3}{8}$ inch.



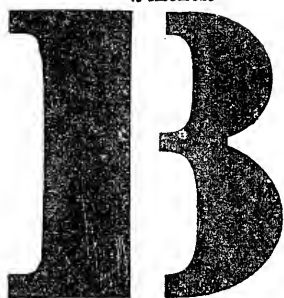
$\frac{1}{2}$ inch.



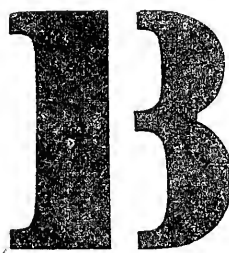
2 inches.



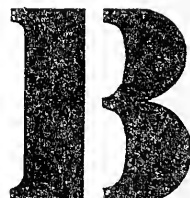
$1\frac{3}{4}$ Inches.



$1\frac{1}{2}$ Inch.



$1\frac{1}{4}$ Inch.



1 Inch.

TESTIMONIALS.

Brattleboro, Vt., June 1, 1870.

We are happy to bear testimony to the good character, business tact, enterprise and integrity of Mr. S. M. Spencer, Stencil die manufacturer, of this place, and are glad to know that his stencil dies are having a wide reputation for excellence.

J. ESTEY & CO.,
Manufacturers of the "Estey Cofage Organ."

June 1, 1870.

I have known Mr. S. M. Spencer, of this village, both in a business way and in the ordinary routine of society, and have found him, in all intercourse I have had with him, to be an honest, honorable and upright man, and in every way worthy of the confidence and esteem of his patrons.

GEO. S. DOWLEY,
Cashier of the Vermont National Bank of Brattleboro.

Brattleboro, Vt., June 1, 1870.

It gives me pleasure to bear witness to the character of S. M. Spencer, as a gentleman of strict integrity and fair dealing. His stencil outfits have a wide reputation for superior excellence.

WILLIS BEMIS.
Agent Am. M. U. and Fisk & Co's, Express.

June 1, 1870

It is my pleasure to bear testimony to the character of S. M. Spencer, as a gentleman of integrity and worthy of the patronage and entire confidence of the community.

WILLIAM S. NEWTON,
Town Clerk of Brattleboro, Vt.

Brattleboro, June 1, 1870.

I have been acquainted for several years with Mr. S. M. Spencer, senior partner of the late firm of S. M. Spencer & Co., and most cheerfully recommend him and the business he represents to the confidence of all with whom he may deal. The employment he furnishes is well suited to persons of limited means, or those not able to engage in more laborious occupations, and many young men now doing a thriving business received their first start by purchasing one of his outfits.

GEO. E. CROWELL,
Editor and Proprietor of The Household.

Brattleboro, June 1, 1870.

From long personal and business acquaintance with Mr. S. M. Spencer, we do not hesitate to express our entire confidence in his integrity and responsibility.

CHENEY & CLAPP,
Booksellers and Stationers.

Boston, Mass., March 13, 1873.

Having had a business acquaintance of several years with Mr. S. M. Spencer, it affords me much pleasure to certify that in all our transactions, I have invariably found him prompt, reliable, and trustworthy.

HORACE DODD,
Advertising Agent, 121 Washington Street.



0 013 972 824 5

1-4 Inch	PRICES	\$25.00
3-32	AND	10.00
3-32	Samples	22.00
3-32	of	18.00
1-8	Different	20.00
1-8	STYLES	10.00
1-8	AND	10.00
1-8	Sizes	15.00
3-16	OF	12.00
3-16	S.M. Spencer's	40.00
1-4	IMPROVED	18.00
1-4	STENCIL	16.00
3-8	D	28.00
1-2	I	30.00
3-4	E	33.00
1	S	35.00

Figure Dies and Border Tools are Included with Each Set.



LIBRARY OF CONGRESS



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